



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

May 6, 2020

Rebekah Baska  
Regulatory Specialist  
S.C. Johnson & Son, Inc.  
1525 Howe Street  
Racine, WI 53403

Subject: Label Amendment: Emerging Viral Pathogens Claim  
Product Name: Hygeia  
EPA Registration Number: 4822-592  
Application Date: March 24, 2020  
Decision Number: 561720

Dear Ms. Baska:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Because you have opted to add statements pertaining to emerging viral pathogens to your label as described in the August 19, 2016, Guidance to Registrants: Process For Making Claims Against Emerging Viral Pathogens Not On EPA-Registered Disinfectant Labels ("Guidance"), [https://www.epa.gov/sites/production/files/2016-09/documents/emerging\\_viral\\_pathogen\\_program\\_guidance\\_final\\_8\\_19\\_16\\_001\\_0.pdf](https://www.epa.gov/sites/production/files/2016-09/documents/emerging_viral_pathogen_program_guidance_final_8_19_16_001_0.pdf), you are subject to the following additional terms of registration:

1. You may make statements pertaining to emerging viral pathogens only through the following communications outlets: technical literature distributed exclusively to health care facilities, physicians, nurses and public health officials, "1-800" consumer information services, social media sites and company websites (non-label related). These statements shall not appear on marketed (final print) product labels.

2. Your statements pertaining to emerging viral pathogens must adhere to the format approved on the Agency-accepted master label.
3. You may make statements pertaining to emerging viral pathogens only upon a disease outbreak that meets all the following criteria:
  - a. The causative organism must be a virus that causes an infectious disease that has appeared in a human or animal population in the U.S. for the first time, or that may have existed previously but is rapidly increasing in incidence or geographic range.
    - i. For human disease, the outbreak is listed in one of the following Centers for Disease Control (CDC) publications:
      - A. CDC Current Outbreak List for “U.S. Based Outbreaks” ([www.cdc.gov/outbreaks](http://www.cdc.gov/outbreaks)),
      - B. CDC Current Outbreak List for “Outbreaks Affecting International Travelers” with an “Alert” or “Advisory” classification ([www.cdc.gov/outbreaks](http://www.cdc.gov/outbreaks)) (also released through the CDC’s Health Alert Network (HAN) notification process)
      - C. Healthcare-Associated Infections (HAIs) Outbreaks and Patient Notifications page ([www.cdc.gov/hai/outbreaks](http://www.cdc.gov/hai/outbreaks))
    - ii. For animal disease, the outbreak is identified as an infectious disease outbreak in animals within the U.S. on the World Organization for Animal Health (OIE) Weekly Disease Information page ([www.oie.int/wahis\\_2/public/wahid.php/Diseaseinformation/WI](http://www.oie.int/wahis_2/public/wahid.php/Diseaseinformation/WI)).
      - A. The CDC or OIE has identified the taxonomy, including the viral family and/or species, of the pathogen and provides notice to the public of the identity of the emerging virus that is responsible for an infectious disease outbreak. Based on the taxonomy of the outbreak pathogen identified by the CDC or OEI, the pathogen's viral subgroup is enveloped.
      - B. The virus can be transmitted via environmental surfaces (non-vector transmission), and environmental surface disinfection has been recommended by the CDC, OIE or EPA to control the spread of the pathogen.
4. You may begin communicating statements pertaining to emerging viral pathogens only upon CDC or OIE’s publication per term 3.a. of an outbreak of an emerging viral pathogen meeting all of the criteria of term 3. You must cease and remove all such non-label communications intended for consumers no later than 24 months after the original publication of the outbreak per term 3.a., unless the Agency issue written guidance to the contrary due to continued public health concerns. The emerging pathogen claim language may remain on the master label.

5. Terms from points 1 through 4 above shall become immediately void and ineffective if registration for use against Rotavirus is suspended or cancelled or no longer meets the criteria for a disinfectant claim (see EPA Product Performance Test Guideline 810.2200). In addition, terms B.1 through B.4 above shall become immediately void and ineffective upon your receipt of evidence of ineffectiveness against any pathogen in a less-resistant Spaulding category.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, you may contact the disinfectants list at [disinfectantslist@epa.gov](mailto:disinfectantslist@epa.gov).

Sincerely,



Steven Snyderman, Acting Product Manager 33  
Regulatory Management Branch 1  
Antimicrobials Division (7510P)  
Office of Pesticide Programs

Enclosure: stamped label

[Reviewer information]  
(Note to Agency: Text appearing parenthesis is to optional text.)

# Hygeia

## **[SECTION 1: FORMULA]**

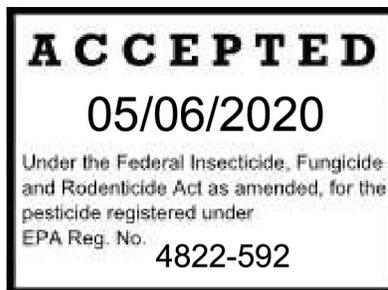
Active Ingredient:	
Lactic Acid .....	1.77%
Inert Ingredients .....	<u>98.23%</u>
Total .....	100.00%

## **[SECTION 2: REFERAL STATEMENTS]**

**KEEP OUT OF REACH OF CHILDREN(.)**  
**CAUTION (:)**

See Back Panel For Additional Precautionary Statements.  
(See Inside Label -or- Panel for Additional Precautionary Statements.)  
(Please read all directions carefully before using this product). (Use as directed.)

Net Contents:



**SECTION 3: DIRECTIONS FOR USE**

**DIRECTIONS FOR USE:**

It is a violation of Federal law to use this product in a manner inconsistent with its labeling

(TO OPERATE:) (Rotate nozzle to "ON" position and spray) (Turn nozzle to ON position.) (Turn trigger to "ON")

**TO CLEAN (GENERAL) (HOUSEHOLD / KITCHEN / BATHROOM / FLOOR) (CLEANING) (DIRECTIONS):**

Spray 6-8 inches from surface. Allow foam to penetrate (dirt) (lime scale) (rust) (stains) and (soap scum) (for tough jobs, let stand for several minutes before wiping).

Wipe with a wet cloth or sponge, then (rinse thoroughly with water).

**TO SANITIZE (AND DEODORIZE) HARD, NON-POROUS SURFACES:** Spray until thoroughly wet. Let stand 30 seconds. Then wipe. For heavily soiled surfaces, a pre-cleaning may be necessary.

**TO DISINFECT (AND DEODORIZE) HARD, NON-POROUS SURFACES:** Spray until thoroughly wet. Let stand for 5 minutes. Then wipe. (Wipe with a wet cloth or sponge, then rinse thoroughly with water). For heavily soiled surfaces, a pre-cleaning may be necessary.

(Advisory Statements:)

(Do not use on glasses, utensils, or dishes.)

(Kitchen countertops and similar surfaces must be rinsed with clean (potable) water following application.)

(For surfaces that come into contact with food: Use only on hard, non-porous surfaces and rinse thoroughly with water.)

(Do not use on (acrylic,) (brass,) (natural) (marble,) (finished) (wood,) (painted or worn surfaces)).

(Spot test all other surfaces in an inconspicuous area).

(Unplug electrical appliances before using - or - spraying.)

**(TO REFILL:** (Refill only with this product). Remove trigger sprayer from empty bottle. Unscrew cap on refill and pour contents directly into empty bottle. Replace trigger sprayer and use as you normally would).

**STORAGE & DISPOSAL**

**[Residential – nonrefillable container/final disposal]**

Store in original container in areas inaccessible to children or persons unfamiliar with its use. Nonrefillable container. Do not reuse container. Offer for recycling or reconditioning, if available. If not, discard in the trash.

**[Residential – refillable container]**

Store in original container in areas inaccessible to children or persons unfamiliar with its use. Refillable container. Refill this container with pesticide only. Do not reuse this container for any other purpose.

**[Commercial, Industrial, Institutional]**

Do not contaminate water, food, or feed by storage and disposal.

**Pesticide Storage:** Store in original container in areas inaccessible to children or persons unfamiliar with its use.

**Pesticide Disposal:** Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

**Container Handling:** Refillable Container. Refill this container with pesticide only. Do not reuse this container for any other purpose. Final disposal: Nonrefillable container. Do not reuse container. Offer for recycling or reconditioning, if available. If not, discard in the trash.

**[SECTION 4: PRECAUTIONARY STATEMENTS]**

**PRECAUTIONARY STATEMENTS:** Hazards to Humans and Domestic Animals (.)

**CAUTION:** Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

*[Note to Reviewer: Boxed format and “bullets” as listed below will be used if label space permits; otherwise a paragraph format will be used.]*

**FIRST AID:**

If in eyes	<ul style="list-style-type: none"><li>• Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li><li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li></ul>
<p><b>IN CASE OF EMERGENCY, CALL A POISON CONTROL CENTER OR DOCTOR FOR TREATMENT ADVICE.</b></p> <p>Have the product container or label with you when calling a poison control center or doctor, or going for treatment.</p>	

**[SECTION 5: ORGANISMS]**

Efficiency Claim	Organisms	Contact Time	Soil Load
Disinfectant	<i>Staphylococcus aureus</i> (Staph) (ATCC 6538) <i>Salmonella enterica</i> (Salmonella) (ATCC 10708) <i>Pseudomonas aeruginosa</i> (Pseudomonas) (ATCC 15442) <i>Enterobacter aerogenes</i> (ATCC 13048) <i>Escherichia coli</i> (O157:H7) (E. coli) (ATCC 35150) <i>Listeria monocytogenes</i> (ATCC 19117) Methicillin Resistant <i>Staphylococcus aureus</i> (MRSA) (ATCC 33592) Vancomycin Resistant <i>Enterococcus faecalis</i> (VRE) (ATCC 51575)	5 Minutes	5%
Virucidal	Herpes Simplex Virus Type 1 (VR-733) Herpes Simplex Virus Type 2 (VR-734) Influenza A (H1N1) Virus (Influenza) (Flu) (VR-1469) Respiratory Syncytial Virus (RSV) (VR-26) Rotavirus (Strain WA)	5 Minutes	5%
Non-Food Sanitizer	<i>Klebsiella pneumoniae</i> (ATCC 4352) <i>Staphylococcus aureus</i> (Staph) (ATCC 6538)	30 seconds	5%

[Note to Reviewer: Footnotes for symbols mentioned in label.]

\* *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Enterobacter aerogenes* (ATCC 13048), *Escherichia coli* (O157:H7) (E. coli) (ATCC 35150), *Listeria monocytogenes* (ATCC 19117), Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592)

† *Klebsiella pneumoniae* (ATCC 4352), *Staphylococcus aureus* (Staph) (ATCC 6538)

^ Herpes Simplex Virus Type 1 (VR-733), Herpes Simplex Virus Type 2 (VR-734), Influenza A (H1N1) Virus (Influenza) (Flu) (VR-1469), Respiratory Syncytial Virus (RSV) (VR-26), Rotavirus (Strain WA)

‡ *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Enterobacter aerogenes* (ATCC 13048), *Escherichia coli* (O157:H7) (E. coli) (ATCC 35150), *Listeria monocytogenes* (ATCC 19117), Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592), Herpes Simplex Virus Type 1 (VR-733), Herpes Simplex Virus Type 2 (VR-734), Influenza A (H1N1) Virus (Influenza) (Flu) (VR-1469), Respiratory Syncytial Virus (RSV) (VR-26), Rotavirus (Strain WA)

{Note to Reviewer: These statements shall not appear on marketed (final print) labels.}

## EMERGING VIRAL PATHOGENS

This product qualifies for emerging viral pathogen claims per the EPA’s ‘Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-Registered Disinfectant Labels’ when used in accordance with the appropriate use directions indicated below.

This product meets the criteria to make claims against certain emerging viral pathogens from the following viral categories:

- Enveloped viruses

For an emerging viral pathogen that is a/an...	...follow the direction for use for the following organism on the label
Enveloped virus	Rotavirus

**[Product name]** has demonstrated effectiveness against viruses similar to **[name of emerging virus]** on hard non-porous surfaces. Therefore, **[Product name]** can be used against **[name of emerging virus]** when used in accordance with the directions for use against Rotavirus on hard, non-porous surfaces. Refer to the **[CDC or OIE]** website at **[pathogen-specific website address]** for additional information.

OR

**[Name of illness/outbreak]** is caused by **[name of emerging virus]**. **[Product name]** kills similar viruses and therefore can be used against **[name of emerging virus]** when used in accordance with the direction for use against Rotavirus on hard, non-porous surfaces. Refer to the **[CDC or OIE]** website at **[pathogen-specific website address]** for additional information.

## **SECTION 6: MARKETING CLAIMS**

[Note to Reviewer: “And” or “&” can be used interchangeable in the marketing sentences. All claims containing the word “new” will only be used for the first 6 months after the first retail production.]

### **TABLE 1 – MARKETING EFFICACY CLAIMS**

- 2 in 1 (One-Step) (Touch-Up) (All Purpose) (insert locations – Table 3) (Antibacterial) (Disinfectant) (Sanitizer) (&) (and) (Cleaner)
- (3-in1) (4-in-1)(5-in 1) (All-Purpose Cleaner):(cuts grease) (kills viruses^)(kills bacteria\*) (eliminates odor causing bacteria\*) (leaves a fresh scent)(kills germs)(remove stains) (brightens surfaces)(attacks soap scum)(prevents mold and mildew)(removes) (hard water stains) (toothpaste)(cosmetics)(urine)(dirt)(mud)(bathtub rings)
- A (convenient) way to (clean up) (and) sanitize frequent messes
- (A) (touch-up) (cleaner) (sanitizer) for when you (need) (require) Antibacterial action
- (Add) (a) (an) (everyday) (sanitizing) (touch-ups) (touch-up) (cleaning) (clean up) (to your daily) (cleaning) (routine)
- A(n) (easy) way to (kill) (eliminate) (destroy) (sanitize) 99.9% of bacteria\* in your (insert locations – Table 3)
- An (easy) way to (disinfect) (and) (sanitize) (and) (clean)
- Antibacterial
- (Antibacterial) (disinfecting) (foam) (foaming) (action!)
- All purpose (antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray) (sanitizer)
- An effective sanitizer for use in the (insert locations – Table 3).
- Antibacterial (insert locations – Table 3) cleaner
- Antibacterial Action
- Antibacterial Formula (cleans and sanitizes)
- (Insert locations – Table 3) cleaner and sanitizer
- Can reduce the spread of illness-causing (kitchen) bacteria\* (on hard, nonporous surfaces)
- (Clean) (Sanitize) (Deodorize) and (Disinfect) with (*This Brand*) (*This Product*)
- (Clean) (Sanitize)(d) (Disinfect)(Sanitary) (hard,) (nonporous) surfaces (wherever), (whenever) you (go) (travel) (need)
- (Cleaning) (and) (Sanitizing) (and) (Disinfecting) (formula)
- Cleaning and sanitizing
- Clean(s) (and) (sanitize)(s) (disinfect)(s) (up) (small) spills like (toothpaste) (sink) (water marks) (misses) (drips) (on and around the toilet)
- (Cleans,) (shines,) (sanitizes,) (disinfects,) (&) (and) (deodorizes)
- Cleans and sanitizes (without harsh fumes)
- Cleans (and kills) (household) (bacteria) (and disinfects) (to a sparkling shine) (in your home) (to a streak-free shine) (to a streak-free *This Brand* shine) (all around your home) (without leaving a residue) (without leaving a visible residue) (on household surfaces).
- (Is good for) (cleans) (one product for) (cleaning) (a variety of) (hard, non-porous) surfaces in the bathroom,(,)(:) (including) (such as) (insert locations – Table 3)
- Combines streak free cleaning with (disinfecting) (antibacterial\*) action
- (Convenient) (way) (to) (clean) (clean-up) (touch-up) (and) (disinfect) (and sanitize)
- (Deodorizes) (deodorizer)
- (Deodorizes) (Cleans) by disinfecting

- (Deodorize(s) (areas where obnoxious odors may develop) (hard-to-clean areas) (where germs<sup>‡</sup> are a concern) (of (in) your home)
- Designed to keep a (deodorized)(cleaner)(fresher) home
- Disinfects
- Disinfect(s) (almost all) (of) the (hard) (non-porous) surfaces in your (bathroom) (kitchen) (home) (house) (by killing 99.9% of the) (germs<sup>‡</sup>) (microbes<sup>‡</sup>) (microorganisms<sup>‡</sup>) (bacteria\*) (viruses<sup>^</sup>) that (live) (hide) (hide out) (reside) (lurk) (lie in wait) (there)
- Disinfects the (busiest) (most)(touched)(used) surfaces in your (bathroom) (kitchen) (home) (house)
- Disinfects the (hardest to reach)(dirtiest) places in your (bathroom) (kitchen) (home) (house)
- Disinfects the (hard) (non-porous) surfaces (you)(your children)(your family)(people in your home)(people in your house)(guests) (touch(s))(contact)(handle) the most
- Disinfects (hard) (non-porous) surfaces where (common) (germs<sup>‡</sup>) (microbes<sup>‡</sup>) (microorganisms<sup>‡</sup>) (bacteria\*) (viruses<sup>^</sup>) (live) (hide) (hide out) (reside) (lurk) (lie in wait)
- Disinfects and leaves your (bathroom) (kitchen) smelling fresh (!)
- Disinfects (and) (deodorizes) (cleans) (!)
- Disinfects (and) (-) kills 99.9% of (germs<sup>‡</sup>) (and) (viruses<sup>^</sup>) (and) (bacteria\*)
- Disinfects (as it cleans) (as you clean)
- Disinfects bacteria\* (and) (deodorizes) (!)
- (New) Disinfectant formula
- Disinfects on (hard non-porous surfaces) (insert locations – Table 3)
- Disinfectant on (hard non-porous surfaces) (insert locations – Table 3)
- Disinfectant (that) (kills) (insert disinfectant organisms from Section 5)
- Easily cleans (tough) (bathroom) (restroom) (dirt) (soil) (and) (sanitizes) (disinfects) (while) (sanitizing) (disinfecting)
- (Easy) (and) (Convenient) (way) (to clean) (and disinfect)
- Easy way to disinfect
- (Easily) (cleans) (removes) (tough) (bathroom) (restroom) (kitchen) (dirt) (soil) (and) (sanitizes) (disinfects)
- Effective (sanitizing) (sanitization) has never been easier
- (Effective on) (Cleans) (kills 99.9% of germs<sup>‡</sup>) (shines) (disinfects) (sanitizes) (and) (deodorizes) (bathroom surfaces) (non food contact) (kitchen surfaces) (locations) (in) (rooms) (areas of your home) (on) (such as): (insert locations – Table 3)
- For general (cleaning) (and) (sanitizing) of (hard) (non-porous) surfaces
- For the dirt you can see (and the (household) bacteria\* you can't)
- Foaming Disinfectant (Bathroom) (Multi-Surface) (Multi-Purpose) (Cleaner)
- Formula cleans (and) (sanitizes) (disinfects)
- Formula sanitizes (hard,) (porous,) surfaces as it cleans and shines
- From the brand(s) you trust to (clean) (,) (and) disinfectant)
- Fresh (Disinfecting) Scent of (insert fragrance – Table 5)
- (Freshens:) (fragrance) (deodorizes) (disinfects) (where germs<sup>‡</sup> are a concern)((and) leaves your (bathroom) (kitchen) (house) smelling fresh!
- Great for touch-up (cleaning) (and) (sanitizing) (!)
- Helps fight bacteria\*.
- (Helps) (Eliminate(s)) odors
- Helps prevent the spread of (common) (household) viruses<sup>^</sup>
- Helps prevent cross-contamination of (hard) (non-porous) surfaces.
- (Household) (bacteria\*-killing) formula.

- (Improved) (scent) (deodorizes) (disinfects) and leaves your (bathroom) (kitchen) (home) smelling fresh(!)(.)
- (Improved) (scent) (fragrance name) (deodorizes) (disinfects) and leaves your (bathroom) (kitchen) (home) smelling fresh(!)(.)
- Kills (insert organism – Section 5)
- Kills ( $\geq$ ) 99.9% of bacteria\* (on) (insert locations - Table 3) (as it cleans) (!)
- Kills (99.9% of) (household) (bacteria<sup>†</sup>) (in) (just) (30 seconds) (!)
- Kills ( $\geq$ ) 99.9% of Germs<sup>‡</sup> (on) (insert locations – Table 3)
- Kills ( $\geq$ )99.9% of (cold<sup>^</sup>)(and)(flu) viruses<sup>^</sup>
- Kills ( $\geq$ ) 99.9% of (viruses<sup>^</sup>) (and) (bacteria<sup>†</sup>)
- Kills ( $\geq$ ) 99.9% of (household) (bacteria\*)(viruses<sup>^</sup>)
- Kills ( $\geq$ ) 99.9% of viruses<sup>^</sup> (and bacteria\*) (on) (insert locations – Table 3)
- Kills bacteria\* (found) on (hard) (non-porous) (insert locations – Table 3) surfaces.
- (Kills) (bacteria\*) (disinfectant effective against) (*This Product* kills) (many types of) (household) bacteria (and viruses), including (insert organisms – Section 5)
- Kills (common) (household) (bacteria\*) (and) (viruses<sup>^</sup>) (without heavy fumes) (!)
- (Kills) (Eliminates) (Destroys) 99.9% (of bacteria\*) (of the bacteria\* commonly found in) (all around) (your) (insert locations – Table 3) (including) (insert organism – Section 5)
- (Kills) (Eliminates) (Destroys) 99.9% of bacteria\* (on commonly) touched surfaces that can be transfer points for bacteria (such as (insert locations – Table 3)).
- (Kills) (Eliminates) (Destroys) bacteria\* from (insert location – Table 3) surfaces.
- Kills (harmful) germs<sup>‡</sup> (on) (insert locations – Table 3)
- Kills (household) bacteria\*
- Kills (household) (bacteria\*) (viruses<sup>^</sup>) (odor-causing bacteria) (food-related bacteria) on hard, non-porous surfaces.
- Kills (odor-causing) bacteria (that cause odors).
- Kills the viruses<sup>^</sup> that cause (the common) cold(s) and flu.
- Kitchen (touch-up) cleaner and sanitizer
- Leaves (hard) (non-porous) surfaces (disinfected) (sanitized) (and sparkling clean) (!)
- Leaves (hard,) (non-porous) surfaces sanitized.
- Leaves (your) (kitchen) (home) (bathroom) (surfaces) (shiny) (clean) (and) (disinfected) (sanitary) (sanitized) (smelling clean).
- Leaves (insert location – Table 3) surfaces sanitized.
- (Lemon scent) (insert fragrance – Table 5) deodorizes and leaves your bathroom smelling fresh (!)
- (Lightly) cleans and (kills) (eliminates) (destroys) 99.9% of (insert locations – Table 3) bacteria\*
- Make (cleaning) (and) (killing) (disinfecting) (sanitizing) (removing) (germs) (virus<sup>^</sup>) (bacteria\*) (convenient) (easy) (with) (This product)
- Makes cleaning (disinfecting) easy (and sanitizes too).
- Makes sanitizing easy
- Multi-purpose (antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray) (and) (non-food contact sanitizer)
- (Multi-purpose) (30 second) (touch-up) (cleaner) (cleaning) (sanitizer) (sanitizing) (insert Locations – Table 3)
- New way to (clean) (and) (sanitize) (everyday) (–) (a) (touch-up) (cleaner) (sanitizer)
- (Now) (also) disinfects!
- Now disinfects
- Now kills (household) bacteria\*!

- Now (cleaning) (and) (killing) bacteria\* is easier than ever before.
- Now (sanitize) (and) disinfect!
- (Now) (sanitize) (and) (disinfect) as you go!
- One-step cleaner (sanitizer) (and) (disinfectant)
- (Product name ) (Helps prevent the spread of) (insert organisms - Section 5)
- Removes (stains)(/)(build-up) from (insert Table 3 – locations)
- Removes (grime) (soap scum) (while) (disinfecting)
- (Sanitizer) (Disinfectant) (Antibacterial†) (One Step) ((2 in 1) Touch-up) (Bathroom) (Kitchen) (All-Purpose) (&) (and) (cleaner)
- Sanitizes and deodorizes
- Sanitizes as it cleans
- Sanitizes (hard) (non-porous) (bathroom) (non food contact kitchen) (insert location – Table 3) surfaces
- Sanitizes (household) (bathroom) (surfaces) (insert location – Table 3) in 30 seconds
- Sanitizes in (just) (30) seconds
- Sanitizes (kills) (common) (household) bacteria†
- Shines (and) (plus) kills (household) bacteria\*
- Stops (germs‡) (microbes‡) (microorganisms‡) (bacteria\*) (viruses^ ) in (their) (it's) (tracks)
- (Stops) (Kills) (Eliminates) (Eradicates) (germs‡) (microbes‡) (microorganisms‡) (bacteria\*) (viruses^ ) where (they) (it) (live(s) (hide(s) (hide(s) out) (reside(s) (lurk(s) (lie(s) in wait) (where germs‡ are a concern)
- The convenient way to (clean) (and) (sanitize) (and disinfect) (and deodorize) (your) (insert locations – Table 3) (!)
- The (easy) (effective) way to clean (and) (sanitize) (disinfect) (while) (you) (touch-up)
- The (easy) (effective) way to (touch-up) (clean) (and) (sanitize)
- (*This Brand*) (*This Product*) (Kitchen) (Bathroom) (Cleaner) is the (convenient) way to (clean) (and) (sanitize) (bathroom) (household) (non-food contact kitchen) surfaces
- (*This Brand*) (Bathroom) (Cleaner) is the (easy) (effective) way to clean and sanitize
- (*This Brand*) (*This Product*) (Bathroom) (Kitchen) (Cleaner) kills many types of (household) bacteria (and eliminates their odors)
- (*This Brand*) (*This Product*) (Bathroom) (Cleaner) thoroughly cleans (shines) (and) (sanitizes) (deodorizes) (Shines) (!)
- (*This Brand*) is a (disinfectant) (versatile cleaner) that kills (99.9% of) (household) bacteria\*, (removes grease) (,) (and) (cleans) (household) (surfaces) (even) (including) (glass,) (to a) (sparkling) (beautiful), streak-free (*This Brand*) shine.
- (This Product) (can) (thoroughly) Clean(s), shine(s) (and) (disinfect(s)) (sanitize(s)) (insert locations – Table 3)
- (*This Product*) is (a) (an) (Multi-)(Purpose) (Surface) (Task) (Antibacterial) (Bactericide) (Bactericidal) (Disinfectant) (Spray) (Disinfects) (Deodorizes) (Deodorizer) (One Step) (Sanitizer) (Sanitizes) (Virucide) (Virucidal) (Bathroom) (Kitchen) (Cleaner)
- (Thoroughly) Cleans, shines and (disinfects) (sanitizes)
- (Tough enough for) the (high traffic) (germy‡) (“high touch” (heavily touched) (frequently used) (frequently touched) (items) (areas) in your home
- Tough on dirt and bacteria... Easy on You!
- Tough on germs‡ (easy) enough (for everyday use) (on your surfaces)
- Use (daily) (everyday) (for a) (fresh) (clean) (sanitized) (kitchen) (bathroom) (home) (environment) (house)
- (Use this product to) (*This Product*) (can) (clean,) (shine,) (disinfect)(and) (sanitize)

- Use (*This Brand*) throughout your entire home (to kill) (household) bacteria like (insert organisms – Section 5) (on household surfaces...including (insert surface – Table 3)).
- Wipes out tough grime and (household) germs<sup>‡</sup>!

*[Note to Reviewer: If the Pandemic statements are used on the product label they will not be used in combination with any other statements.]*

- Kills Pandemic 2009 H1N1 Influenza A Virus
- Kills Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu).
- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by Influenza A Virus. (This product) is a broad spectrum hard surface disinfectant that has been shown to be effective against Influenza A Virus (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).
- (This product) has demonstrated effectiveness against Influenza A Virus and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 Influenza A Virus.
- (This product) has demonstrated effectiveness against Influenza A Virus (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

## **TABLE 2: MARKETING CLEANING CLAIMS**

- A (convenient) cleaner like none other!
- All you have to do is wipe (!)
- Always at hand
- (Also) (great) (available) (works effectively in) (for) (multi-purpose touch ups)
- Attacks (soap scum) (bathroom stains)
- (Insert locations – Table 3) (Multi-Purpose) Touch-Up(clean) (and shine)
- (Bathroom) (Touch-up) for (toilet)(s) (sink)(s) (floor)(s) (mirror)(s) (and) (counter)(s)
- Bathroom surfaces
- [Brand Name] Foaming (spray) (action) that does the work for you
- [Brand Name] (Powerful foam) (Powerful foaming action)
- Can be used on a wide variety of (hard, non-porous) (household) surfaces
- Clean as you go
- Clean you desire (expect)
- Can be used on a wide variety of hard, non-porous surfaces
- The cleaning power of Scrubbing Bubbles with the invigorating scent of fresh oranges!
- (Cleans) (and) (removes) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (watermarks) (mud) (smudges) (and) (fingerprints) (hard water stains) (dirt) (grime) (limescale)
- Cleans grout and caulk
- Cleans (tough) grease and grime
- Cleans (grime) (&) (soap scum) easily!
- Cleans and shines (without scratching)
- Cleans everyday (grease) (or) (grime) (messes)
- Cleans everyday kitchen messes (like dirt, grease and food stains)
- Cleans hard-to-reach spots
- Cleans (and) (shines) without scratching
- Cleans without scrubbing

- (Clean up) (touch-up) without missing a beat (!)
- Complete clean (!)
- Complete(s) your (everyday) cleaning (regimen)
- Convenient way to clean
- Conveniently there (at hand) when you need (it) (fast clean)
- (Conveniently) there (when) (and) (where) you need it
- (Conveniently) there (whenever) you need it
- Cuts through bathroom grime (such as) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (and) (water marks) (hard water stains).
- Cuts (grease) (tough grime) (cleans glass) (&) (more) (!)
- Cuts tough (kitchen) (grease) (and) (grime) (!)
- Cuts through (soap scum) (hard water) (stains) (limescale) (dirt) (grime)
- (Deep,) (penetrating) foam (thoroughly) cleans
- Deodorizes and leaves your (insert location – Table 3) smelling fresh (!)
- Does not leave a (cloudy) residue
- Don't let messes (slow) you down in the (insert location – Table 3)
- (Don't) (No) (slow) (slowing) down for messes
- (Easy) (&) (Convenient) (to use) (in) (insert location - Table 3) (&) (throughout the house)
- Easy clean at hand
- Easy (enough) to (use) (everyday) (everywhere)
- (Easy) (and) (Convenient) (to use) (in) (the) (bathroom) (and) (Kitchen) (throughout the house)
- (Easily) (removes) (gets rid of) (hard water) (soap scum) (lime scale) (calcium) (rust) (stains) (dirt) (bathroom) (rings) (around) (in) (the) (shower)
- Effectively cleans (glass) (and other surfaces) (glass and other (household) surfaces) (countertops) (stovetops) (exterior surfaces of refrigerators) (exterior surfaces of microwave ovens) (exterior surfaces of appliances) (basins) (glazed ceramic tile) (stainless steel) (chrome fixtures) (Formica®) (glazed porcelain) (mirrors).
- Effectively cleans (glass and other surfaces) (glass and other (household) surfaces) (countertops) (stovetops) (refrigerators) (microwave ovens) (appliances) (basins) (glazed ceramic tile) (stainless steel) (chrome fixtures) (Formica®) (glazed porcelain) (glass) (mirrors).
- Effectively cleans a wide range of surfaces
- Effectively cleans (and) (shines) (toilet) (glass) (counter) (sink) (sealed marble) (fixtures) (chrome) (glazed porcelain) (finished wood) (glazed ceramic tile) (sealed granite) (stovetops) (and more)(insert Locations – Table 3)
- (Effectively) removes (everyday) (soils) (stains) (dirt) (odors) (soap scum) (hard water) (lime scale) (calcium) (rust) (stains)
- Effective at removing (tough) (stains) (soils) (everyday) (soils) (stains) (dirt) (odors) (soap scum) (hard water) (lime scale) (calcium) (rust) (stains)
- Eliminates food odors left behind on surfaces
- Eliminates odors (as it cleans) (as you clean)
- Fast acting foam
- (Fast) (Acting) (Foam(ing)) (Formula) (starts to) (work(ing)) (clean(s)) (on contact) (begins to) (lift(ing)) (and) (penetrate(s)) (penetrating) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
- Fast acting foam (that) (lifts) (and) (penetrates) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
- Fast acting foam (starts to clean) (starts cleaning) on contact
- Fast (and) (easy) cleaning solution (–) (one product for a variety of surfaces)

- Fast, (and) (easy) cleaning solution (— one product for a variety of (bathroom) (kitchen) (non-food contact) surfaces)
- Foam (penetrates) (reaches) (hard to reach places) (in nooks and crannies) for easy cleaning
- (Fast Acting) Foam (that) (clings) (and) (works) (starts (to) (work(ing)) (on contact)
- Foaming (action) (cleaner) (formula) (does the) (work) (for you)
- Foaming action (easily) (removes) (gets rid of) (hard water) (soap scum) (lime scale) (calcium) (rust) (stains) (dirt) (bathroom) (rings) (around) (in) (the) (shower)
- For a variety of (Bathroom) (Kitchen) surfaces
- For (daily) (everyday) (light-duty) (heavy duty) (kitchen) (bathroom) (cleaning) (everyday) (use) (!)
- For the entire (house) (bathroom)
- For (tough) (tougher) cleaning (!)
- For use on (household) (insert location – Table 3) surfaces
- For the entire business
- For use on business surfaces
- Fits in with your ((kitchen) (bathroom))(Office)(Family Room)(Den) (Car) (décor)
- For (daily) (everyday) (light-duty) (heavy duty) (touchup) (kitchen) (bathroom) (Office)(Family Room)(Den)(Car) (cleaning) (everyday) (use)
- For (daily) (everyday) (light-duty) (touchup) (bathroom) (kitchen) cleaning
- For everyday use (!)
- (For) (a) limited time only!
- For the dirt you can see and the (household) germs you can't
- (Freshens) (fragrance) (deodorizes) (and) (leaves your bathroom smelling fresh!)
- (Freshens) (fragrance) (deodorizes (and) leaves your (insert location – Table 3) smelling fresh!
- (Freshens) (fragrance) (deodorizes and) leaves your (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) (house) smelling fresh!
- (Freshens) (fragrance) deodorizes and leaves your (bathroom) (kitchen) (house) smelling fresh!
- From the makers of (*This Brand*)
- From the leaders in home cleaning
- (Lightly) cleans
- Good for (touch-ups) (cleaning)
- Great for (all around) (the) (house) (home) (kitchen) (bathroom).
- Great on surfaces such as: (Insert locations – Table 3)
- (Great) (Works) (Effective) on multiple surfaces!
- Great on glass!
- Great for (Spring) (Fall) (Everyday) Cleaning
- Guaranteed to clean or your money back (see back panel)
- (Handy) (Convenient) (Travel) (take along) (carry on) size
- (Has a) (Leaves a) (clean) (light) (airy) (mild) (fresh) (fragrance) (scent).
- (Heavy duty) (All Purpose) (cleaner)
- (Helps) Maintain a clean(er) home
- Helps prevent cross-contamination of (hard) (non-porous) surfaces
- (Helps) (prevent) (daily) (buildup) of soap scum
- (Hundreds) (Thousands) (of) microbubbles (that) (stay(s) where you spray) (lifts) (and) (penetrates) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
- Improved scent deodorizes and leaves your (bathroom) (kitchen) (home) smelling fresh (!)

- Improved for (tough) (tougher) cleaning!
- Improved (design) (fragrances) (pump) (value) (dispensing)!
- Invisible cleaning barrier (for) (on) (insert locations – Table 3)
- Invisible cleaning barrier activated when surface is wet
- (Just) (only) pennies per (dispense) (pump)!
- (Keep(s)) (Keeping) your home (clean) (and) (tidy).
- (Kitchen) (Touch-up) (cleaning) (cleaner) (for) (insert locations – Table 3)
- (Leaves) No (less) (smeary) (filmy) (visible) (greasy) (gritty) (oily) residue
- Leaves (bathroom)(s) (your bathroom) clean and (shiny) (shining).
- Leaves (behind) a (brilliant) shine
- Leaves (a brilliant shine) (and) (has) (a fresh, clean scent).
- Leaves a (long lasting) (fresh) (clean) (scent) (fragrance).
- (Leaves a) (brilliant) Streak-free (shine) (!)
- (Leaves) (virtually) No (smeary) (filmy) residue.
- (Leaves) No (visible) (harmful chemical) residue.
- (Leave) (out) (set it) on countertop for (family to use) (guests)(when you need) (touch-ups) (a) (touch-up) (clean up)(s)
- Leave out of reach of children for (quick use) (when you need) (it) (touch-ups) (a) (touch-up) (clean ups)
- Leaves your (whole) (room) (home) (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) (and) (smelling) (clean) (and) (fresh!)
- Less scrubbing required
- (Light) (Subtle) (pleasing) (fresh) (clean) fragrance
- Limited Edition (fragrance)
- Long lasting foam (that) (lifts) (and) (penetrates) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
- Long-lasting foam (that) (stays where you spray)
- Makes your job easier.
- Makes (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) (cleaning) (clean-ups) (touch-up(s)) easy
- Makes cleaning (up) (messes) (easy) (and) (convenient)
- Makes (touching-up) (messes) (convenient)
- Makes your current cleanup (even) (more) (effective)
- Makes your (cleaning) (job) (life) (easy) (easier)
- Money back guarantee!
- More dispenses than Lysol® No-Touch Kitchen System
- Multiple cleaning tasks
- Multi-Surface *or* Multi-Task.
- (Multi-Surface) (Multi-Task) (Multi-Shine) (Multi-Purpose) (household) (cleaner).
- (Multi-Purpose) (Touch-up) cleaner for (bathroom(s)) (and) (kitchen(s)) (Office)(Family Room(s))(Den(s))(Car(s)) (sinks) (toilets) (mirrors) (countertops) (appliances) (floors) (as well as) (any) (other) (hard, non-porous surface)(s)
- New (and) (Improved)(!)
- New and Improved (Scent)(Fragrance)(Cleaning)
- No (abrasives) (or) (phosphates)
- No (harsh) (chemical) (smell) (formula) (fumes) (odor)
- No (visible) (oily) (harsh) (dull) (smeary) residue (or buildup)!

- No build-up or residue(!)
- No more digging through the (closet) (cupboard) (underneath) (the) (sink) (to find the right product)
- No need to rinse!
- No need to touch bottle (product)
- No-scratch formula
- No wasted (parts of) wipes
- Non-(abrasive) (corrosive) (formula)
- (Nothing) (cleans) (cuts) (shines) (kitchen)(s) (grease) (bathroom)(s) better (than) (tough cleaning)(This Product)
- (Now) The cleaning power of (*This Brand*) (comes) with the invigorating scent of (insert fragrance – Table 5)!
- Now With XX% More Cleaners!
- One wipe and (you are) (you're) done(!)
- (One) (convenient) solution for clean (insert locations – Table 3)
- Passes the finger swipe test! (No oily) (or greasy) (or dull) (or smeary) residue (!)
- (Penetrating) foam (easily) (powerfully) removes (tough) (stains) (such as) (soap scum) (hard water stains) (rust) (limescale) (calcium) (toothpaste) (dirt) (makeup) (lipstick) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (fingerprints) (and) (grime)!
- Penetrating foam works on contact
- (Picks up) (cleans up) bathroom (dirt) (and) (grime) (such as) (soap scum) (toothpaste) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (and) (or) (fingerprints)
- (Pleasant) (Fresh) (Clean) Scent!
- Pleasant fragrance (smell)
- Prevent(s) (little) (spills) (messes) from becoming (larger chores) (headaches) (LARGER MESSES) (tough cleaning jobs)
- Prevents daily buildup of soap scum
- Prevent(s) (small) messes from becoming (big) chores
- Perfect ingredient for your (home) (kitchen) (bath)
- (Product(s)) (ingredients) that perform
- Power(s) (through) (thru) tough (grime) (!) (.)
- Powerful (cleaner) (spray)
- Powerfully removes (tough) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
- (Easy) (bathroom) (kitchen) (fast) (convenient) (versatile) (clean-ups) (touch-ups)
- Touch up (cleaning) with (great) (special) (seasonal) (fragrance) (insert fragrance – Table 5)
- (Easy) (bathroom) (kitchen) (clean-ups) (touch-ups)
- Touch up your home with (new) (great) (Spring) (Winter) (Seasonal) fragrances!
- (Effortlessly) removes grime
- (Ready) (at) (hand)
- Reduce(s) the frequency of deep clean(s)(ing) (occasions)
- Removes (food) stains
- Removes odors
- Removes (gets rid of) (kills) (XX%) of soap scum
- Removes (stains) (buildup) from (insert locations – table 3)

- Removes (soap scum) (and) (hard water) (spots) (stains) (or) (hard water deposits) (in the bathroom) (around the sink) (on the bathroom counter) (in showers and tubs) (and) (from faucets)
- S.C. Johnson has a cleaning solution for every room in your home
- Saves (you) (time) (and) (effort)
- Simple (and) (easy) to use!
- (Simple) (Easy) Streak-free shine (on) (all) (around) (hard) (non-porous) (surfaces) (insert Locations – Table 3) (everyday)
- (Simple) (Easy) (Streak-free shine) on (all) (hard non-porous) non-food contact kitchen surfaces
- Simply dab, wipe and (flush) (throw) away.
- Simply touch (dab) and (&) go!
- Specially formulated for a variety of surfaces
- Specially formulated for use in the (bathroom) (and) (kitchen)
- Stay on top of your (little) (smaller) (messes) (cleaning)
- Stays where you spray (!)
- Streak-Free (Shine) (Clean) (!)
- Streamline(s) your cleaning process
- Such tough cleaning (that) (yet) it doesn't leave (a) (an) (oily) – (or) – (greasy) – (or) – (smeary) residue!
- Such tough cleaning that it leaves no (smeary) residue behind!
- Tackle your (toughest) (bathroom) (kitchen) cleaning needs(!)
- The convenient way to keep your (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) looking “just cleaned” (!)
- The (fastest) (easiest) (most convenient) way to (clean-up) (Touch-up) (everyday) (little) (messes)
- The (fastest) (easiest) way to clean your (house) (insert locations – Table 3)
- The (fastest) (easiest) way to clean your (house) (bathroom) (kitchen) (insert locations – Table 3)
- The (new) (modern) way to clean (!)
- The right cleaner (at the right time) (right) (when) (where) you need it) (every time) (always)
- (This Brand) (insert locations- Table 3) (Multi-Purpose) (Cleaner)
- (*This Product*) effectively removes everyday soils on (countertops) (stovetops) (sinks) (refrigerators) (microwave ovens) (appliances) (basins) (showers) (tubs) (stainless steel) (chrome fixtures) (glazed ceramic tile) (Formica®) (glazed porcelain) (fiberglass) (glass) (and) (mirrors). All it leaves behind is a (beautiful) (,) (sparkling) (streak-free) (*This Brand*) shine.
- (Total) (kitchen) (and) (bathroom) solution(s)
- Touch-up (now) so you (do not) (don't) have to clean up (later)
- (Tough enough for) the (high traffic) (“high touch” (heavily touched) (frequently used) (frequently touched) (items) (areas) in your home
- Tough cleaning (formula) (with a fresh scent)!
- (Tough) cleaning never smelled so good
- (Tough) (touch-up) cleaning made easy!
- (Tough) cleaning for the (entire) (insert locations – Table 3) (!)
- Touch-up cleaner
- (Touch up) (cleaning) has never been (faster) (easier) (more convenient)
- (Tough) (Touch-up) cleaning without the oily –or- greasy –or- dull – or-smeary residue!

- Tough cleaning formula wipes out (dirt) (and) (grease) (and grime) (and leaves a fresh clean scent)!
- Tough (touch-up) cleaning made easy (without the residue)!
- Tough (Tougher) on (grease) (and) (grime)(!)
- Tough new formula cleans (in the house) (and) (including) (exterior surfaces) (!) (.)
- Ultra cling formula stays where you spray
- Use in the kitchen, bathroom and (throughout) (all around) (the whole house) (your home) (your house)
- Use (on) (throughout) (everywhere in) (all around) (the) (your) (whole) (home) (house) (locations from Table 3) (!)
- (Use on) (for) (toilet)(s) (sink)(s) ((vanity)(ies)) (and) (cabinets) (countertops) (cooktops) (and) (counter) (appliances) (bathroom) (surfaces)
- (Use) (on non food contact kitchen surfaces) (all around the) (around) (kitchen) (bathroom) (cleaning) (everyday) (use) (light) (cleans)
- Use (with) (toilet) (paper) (bath) (tissue) (facial) (tissue) (paper) (towel) (or) (a) (clean sponge) (or) (rag) (or) (other cleaning material of your choice) (and) (flush) (throw)(away) (when) (finished) (done)
- Use as (much) (or) (as little) (as you need) to clean up (wipe up)
- Use on (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) surfaces
- Versatile cleaner (can be used) (throughout) (all around) (the whole house) (your home) (your house)
- Virtually no scrubbing required
- We work hard so you don't have to!®
- Wipes away (nasty) (filthy) (bathroom) messes
- Wipes out tough grime (and leaves a fresh clean scent)(and household germs)!
- With (the) (refreshing) (invigorating) ((insert fragrance – Table 5) scent) (of) Glade®
- Won't (will not) harm septic (systems) (tanks)
- Won't (will not) harm (most) (all) surfaces
- Won't scratch surfaces
- You can see and hear the Bubbles working (!)

### **TABLE 3- LOCATIONS**

[Note to Reviewer: Multiple locations/surfaces can be chosen and used in any order from Table. In the case where one or more location/surfaces is chosen, an “and” “&” “or” may be used to link the locations/surfaces.]

#### **PLACES**

- Airplane(s) (travel)
- Automotive (Repair) (Shop(s))
- Barber Shops (and) (Salons)
- Bed and Breakfast (Inns)
- Boat(s)
- Bus(es)
- Car(s)
- Concession Stands
- Contractor Shops
- Convenience Store(s)
- Churches (Synagogues)
- Cruise Ship(s)
- Daycare (Centers) (Facilities)
- Dormitories
- Dorm(s)
- Home(s)
- Home and (Small) Business(s)
- Hotel(s) (Motel(s))
- Household(s)
- Janitorial Services
- Maintenance Shop(s)
- Mobile home(s)
- (Professional) Office(s)
- Pet Store(s)
- Restaurant(s)
- Retail Store(s)
- School(s)
- Store(s)
- Vacation Home(s)

#### **ROOMS/AREAS:**

- (Baby) Nurseries
- Bathroom(s)
- Bedroom(s)
- Dens
- Dining (room(s)) (areas)
- Family Room(s)
- Garage(s)
- Garage Storage Areas
- Kitchen(s)
- Laundry Rooms

[Reviewer information]

(Note to Agency: Text appearing parenthesis is to optional text.)

- Living room(s)
- Mudrooms
- Pet area(s)
- Play (areas) (rooms)
- Restroom(s)

**ITEMS:**

- Artificial plants
- Automobile interior(s) (dashboards) (seats) (windows) (windshield)
- Bathroom surfaces
- Bathtub(s)
- Bedframe(s)
- Bicycle(s)
- Bike(s)
- Blinds
- Bookcase(s)
- Booster chairs
- Baseboard(s) (Molding) (Trim)
- Basins
- Behind (and under) sinks
- Cabinet handles
- Cabinets
- Campers
- Ceiling Fans
- Cell phones
- Changing tables
- China knickknacks
- China Cabinet
- Clock
- Collectibles and Knick Knacks
- Computer(s) (screen(s)) (keyboard(s))
- (Bathroom) (Kitchen) (Office) (Counter) (Countertops)
- Cribs
- Cupboards
- Curio Cabinet(s)
- Desktops
- Diaper pails
- Diaper changing tables
- Dining room table (and chairs)
- Doorknob(s)
- (closet) (entrance) (glass) Doors
- Dresser(s)
- (Personal) (Home) Electronics
- Elevators
- Exercise equipment

- Exterior Surfaces {choose from list that follows:} (of) (small) ((kitchen) appliance(s)) (such as) cooktop(s), dishwasher(s), freezer(s), microwaves, microwave oven(s), oven(s) (doors), range(s) (hoods)(tops), refrigerator(s), stovetops, toasters, (and) (even) ((BBQ) (use when surface is cool))
- Faucets
- Fixtures
- (linoleum) (no-wax) (vinyl) Floors
- Footboards
- (outdoor) (plastic) (patio) Furniture
- Garbage cans
- Glass (Patio) Doors
- Glazed (bathroom) (ceramic) (kitchen) tiles
- Glazed porcelain surfaces
- Grocery carts
- Handrails
- Headboards
- High chairs
- High traffic surfaces
- Hubcaps
- Keyboards
- Lamp(s)
- Lap tops
- Light Fixtures
- Light Switches
- Mirror(s)
- Nightstand(s)
- Paned Window(s)
- Piano(s)
- (Picture(s)) (Frames)
- Range (hood(s)) (top(s))
- Recycling bins
- Remote controls
- Sealed (fiberglass) tub(s) (or) (shower surrounds) (and) (sinks)
- Shelves
- Shower(s) (doors) (stalls)
- Shower Head(s)
- Sink(s)
- (kitchen) (bathroom) Sink(s)
- Small appliances
- Telephone(s)
- Glazed (ceramic) Tile
- Tire(s)
- Toilet(s)
- Toilet(s) (handle(s)) (seat(s)) (rim(s)) (tank(s)) (exterior(s))
- (around) toilet areas
- ((glazed) (ceramic)) Tub(s)

- Vanity (Vanities)
- Vinyl siding
- Wall(s)
- Washing machines
- (Stained Glass) Window(s)
- Window(s) (Ledges) (Blinds)

**SURFACES:**

- Sealed, glazed, or non-porous acrylic
- Aluminum
- (Baked) enamel
- Brass
- Bronze
- Chrome
- Sealed, glazed, or non-porous ceramic (tile)
- Corian®\*\* (\*is trademark owned by E.I. du Pont de Nemours and Company)
- Formica®\*\* (\*is trademark owned by The Diller Corporation)
- Fiberglass
- Finished polyurethane
- Finished wood
- (Tempered) Glass
- Glazed ceramic (tile(s))
- Glazed (porcelain) (enamel) (kitchen) (bathroom) (tile(s)) (surfaces)
- Laminated surfaces
- Laminate
- Laminate(d) Wood
- Metal
- Mirror
- (Brushed) Nickel
- Pergo®\*\* (laminate)(hardwood) surfaces ( \*is trademark owned by Pergo AG)
- Plastic (ABS) (abs)
- Polystyrene
- Glazed porcelain
- (Glazed) porcelain enamel
- (Sealed) cement
- (Sealed) granite
- (Sealed) grout
- (Sealed) fiberglass
- (Sealed) marble
- (Sealed) synthetic marble
- (Sealed) natural stone
- (Sealed) Quartz
- Stainless steel

- Steel (surfaces)
- Stone (surfaces)
- Vinyl (curtain(s)) (tile)
- (Wood) (no-wax) (glazed ceramic tile) (asphalt tile) (linoleum) (vinyl) (lamine) ((sealed masonry) (flagstone) (stone) (slate) (cork) (Terrazzo)) floors

((Do not use on) (Not recommend for use on) (acrylic,) (brass,) (natural) (marble,) (or) ((finished) (varnished) wood,) (painted or worn surfaces)) (insert surfaces – Table 3.) (Spot test all other surfaces (in an inconspicuous area)). (Unplug electrical appliances before using - or - spraying.)

#### **TABLE 4: PACKAGING CLAIMS**

- (By) (From the makers of) (this product) (*brand*)
- Better Value
- Big (Job) Size
- Bigger Size
- Bigger Size (package) (can)
- Bonus Pack
- (Bonus) (Club) (Multi-) (Special) (Mega) (Value) Pack
- Combo Pack
- Commercial (Pack) (Size)
- Economy Size
- Economic Refill
- Fast, easy cleaning solution – one product for a variety of surfaces
- Foaming trigger(!)
- For limited time only!
- Gallon size(!)
- Guaranteed to clean or your money back (see back panel)
- (Improved) (Fragrance) (Scent) (!)
- Industrial (Pack) (Size)
- Institutional Size
- Mega (Pack) (Size)
- (More) (focused) (accurate)(application).
- New!
- (New) (Better) (and) (&) (Improved) (Scent!) (Formula) (Fragrance) (Trigger(!)) (Bottle)
- (New) (Big) XXX oz. (Size)
- New (and) (&) (Improved) Sprayer
- (New) Patented (Cleaning) Technology/Formula Trial Size (Available)
- (Handy) Travel Size (Available)
- Recyclable container
- (Trial) (Value) (Pack) (Size)
- Twin Pack
- X% (More) Free
- X oz (More) Free
- X oz at the X oz price
- Bottle made of (X%) post-consumer recycled plastic

**TABLE 5: FRAGRANCE CLAIMS**

(Note: Can stand alone or be combined with the Glade® brand name.)

- Airy Sky
- Angel Whispers®
- (Apple)(Citrus)(Lemon)(Lime)(Orange)
- (Apple)(Citrus)(Lemon)(Lime)(Orange) Muscle
- Aqua (Breeze)(Clean)(Cool)(Fizz)(Fresh)(Rain)(Splash)
- Babbling Brook
- (Blue)(Clean)(Cool)(Calm)(Rain)(Sky)(Soft)(Spring)(Tender)(Water) Breeze
- (Blue)(Cool)(Soft) Rain
- Breezy Marine
- Brilliant Budding Blossoms
- Brilliant Citrus Sun
- Calm (Breeze)(Rain)(Stream)(Water(s))
- (Blue)(Fresh)(Pure)(Purely) Calm
- Calm Springs™
- Cashmere Woods™
- Citrus (Action)(Authority)(Blossom)(Clean)(Fresh)(Scent)
- (Citrus) (Lemon)(Orange) Action
- (Blue)(Clear) Sky
- (Blue)(Bright)(Calm)(Fresh)(Refreshing)(Shimmering)(Sparkling) Water(s)
- Clear Springs™
- Clean (&) (Champagne)(Citrus)(Cotton)(Breeze)(Fresh)(Linen & Sunny Days)(Shine)
- Cool (Aqua)(Breeze)(Ocean)(Rain)(Willow)
- Cotton & Italian Mandarin
- Country Garden®
- Crisp Waters®
- (Cool)(Crystal)(Fresh)(Sheer)(Sparkling)(Sunrise)(Tranquil) Citrus
- Crystal Rain
- Electrifying (Citrus)(Orange)
- Exhilarating Orange
- Exotic
- Extra Bold Lemon
- Fierce Orange Force
- Floral
- Foaming Fresh
- Fresh (Air)(Berries) (Breeze) (Bubbling Spring(s))(Citrus)(Clean) (Cotton) (Laundry) (Linen) (Marine) (Mountain Morning) (Ocean) (Rain) (Scent)(Stream)(Waters)
- Fruit (&) (Citrus)
- Glistening (Citrus)(Grapefruit)(Green Apple)(Lemon)(Lime)(Ocean)(Orange) (Pine)(Pool)(Snow)(Stream)
- Green Apple
- Hawaiian Breeze®
- Hawaiian Breeze® & Vanilla Passion Fruit
- Herbal
- Herbal Mist®

- Intense Citrus (Force)
- (Invigorating) Clean Citrus
- Island Escape®
- Jasmine and White Rose
- (Juicy) (Glistening) (Brilliant) (Pure) (Crisp) (Sparkling) (fresh) (Sweet) (invigorating) (pink) (California) (Grapefruit) (spumante) (twist) (Twinkling)(Splash) (zest) (bubbling)( Florida (Bright (Effervescent) (Lemon) (Lime) (Citrus) (Tangerine) (Mandarin) (Clementine) (Orange) (Blossom) (Fizz) (Tingle) (Twist)
- Lavender
- Lavender (and) (&) Peach Blossom
- Lavender
- Lavender (&)(and) Meadow
- Lemon Limelight
- Lemon Power®
- Lemon (Scent) (Limelight)
- Light (Fresh)
- Lightening Fresh Lime
- Magic Meadow(s)
- Marine Breeze
- Misty Meadow
- Ocean Blue™
- Ocean Blue & Refreshing Surf™
- Ocean (Breeze) (Fresh) (Oasis)
- Orange Action™
- Orange (Blossom)(Clean)(Grove)(Peel)(Sunrise)(Fragrance)
- Passionfruit
- Pineapple & Mangosteen
- Power (Lemon Power)(Orange Power)(Citrus Power)
- Powerful Passionfruit
- Pure (Air)(Calm)
- Rainshower
- Refreshing (Aqua)(Oasis)(Ocean)(Water(s))
- Rippling Pool
- Sapphire Champagne
- Sea Breeze
- Seasonal
- Shimmering (Spruce)(Water)
- Soft (Breeze)(Rain)
- Spa Oasis
- Sparkling (Fresh)(Lemon)(Lime)(Ocean)(Orange)(Raindrops)(Spring)
- Sparkling (Fresh)(Sweet)(invigorating) (Citrus) (Twist) (Splash)
- (Calm) (Glistening) (Trickling) Stream
- Spring Breeze
- Sun Garden
- Sunny Days
- Tangerine Fizz
- Tender Breeze

- Tranquil (Breeze)(Oasis)(Ocean)(Sea)
- (Trickling)(Twinkling) Stream
- Ultra (Citrus)(Lemon)(Lime)(Orange)
- Ultra (Citrus)(Lemon)(Lime)(Orange) Power
- Uplifting Green Apple
- Unscented
- Vinegar
- Woody

#### **TABLE 6 – MISC MARKETING CLAIMS**

- Ammonia free (!)
- Available in (new) (limited edition) (Spring) (Fall) (Winter) (Seasonal) fragrances!
- Available in (new) (limited edition) (variety of) (appealing) (designs)
- Does not contain bleach
- Bleach-free (!)
- (By) (From the makers of) (*This Brand*)
- (By) (From the makers of) (this product)
- Contains no abrasives, (harsh acids) (or bleach)
- Contains no (Chlorine) (Bleach) (or) phosphates
- (Contains) (no) (phosphates) (bleach)
- (Contains) no phosphorus
- (Contains) no (chlorine) bleach
- (Contains *or* Leaves) no (harsh) (harmful) (lingering) chemicals
- (Fragrance) (insert fragrance – Table 5) (plus!) (+)
- For old or worn surfaces, test on a small area before use
- Great (insert fragrance – Table 5) (scent) (!)
- Higher fragrance load!
- If streaking is observed, wipe with a clean damp rag or lint-free cloth
- Money back guarantee!
- (No) (Non-(chlorine)) (bleach)
- No harsh fumes.
- No harsh (bleach) (alcohol) (chlorine) smell
- Non-abrasive formula.
- Patented formula
- Peel Off
- Recommended for use on (sealed hard surfaces) (hard, non-porous surfaces). When in doubt, spot test on an inconspicuous area (of the surface).
- Scratch 'n Sniff
- Smell (Sniff) Here
- With a bleach-free formula
- With a pleasant fragrance
- Won't scratch (fiberglass) (surfaces)
- (Won't) (Will not) harm septic (systems) (tanks)

#### **[SECTION 6: MISC]**

[Reviewer information]  
(Note to Agency: Text appearing parenthesis is to optional text.)

EPA Reg. No. 4822-592  
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Questions? Comments? Call 800-558-5252 or Write Helen Johnson  
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**[SECTION 7: GRAPHICS:]**

Representative Location Graphics (including kosher):

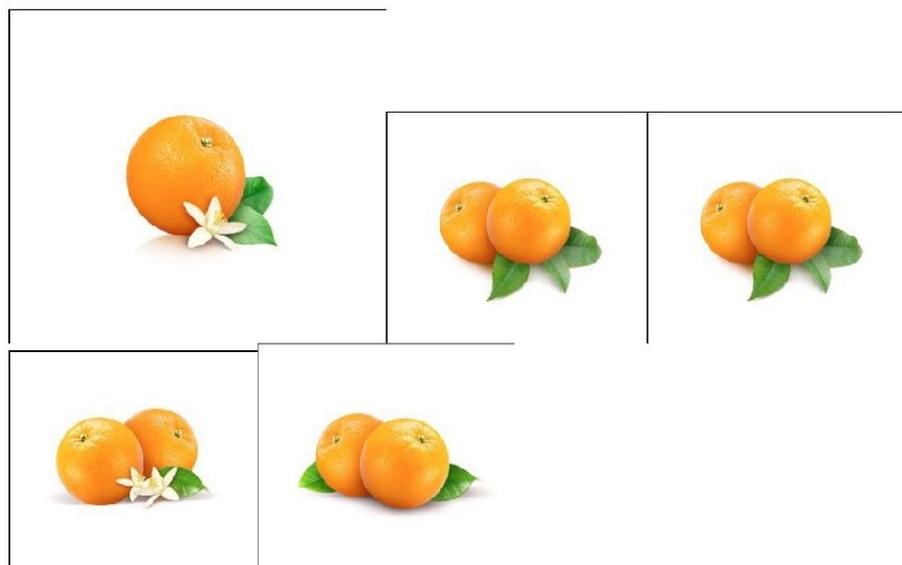


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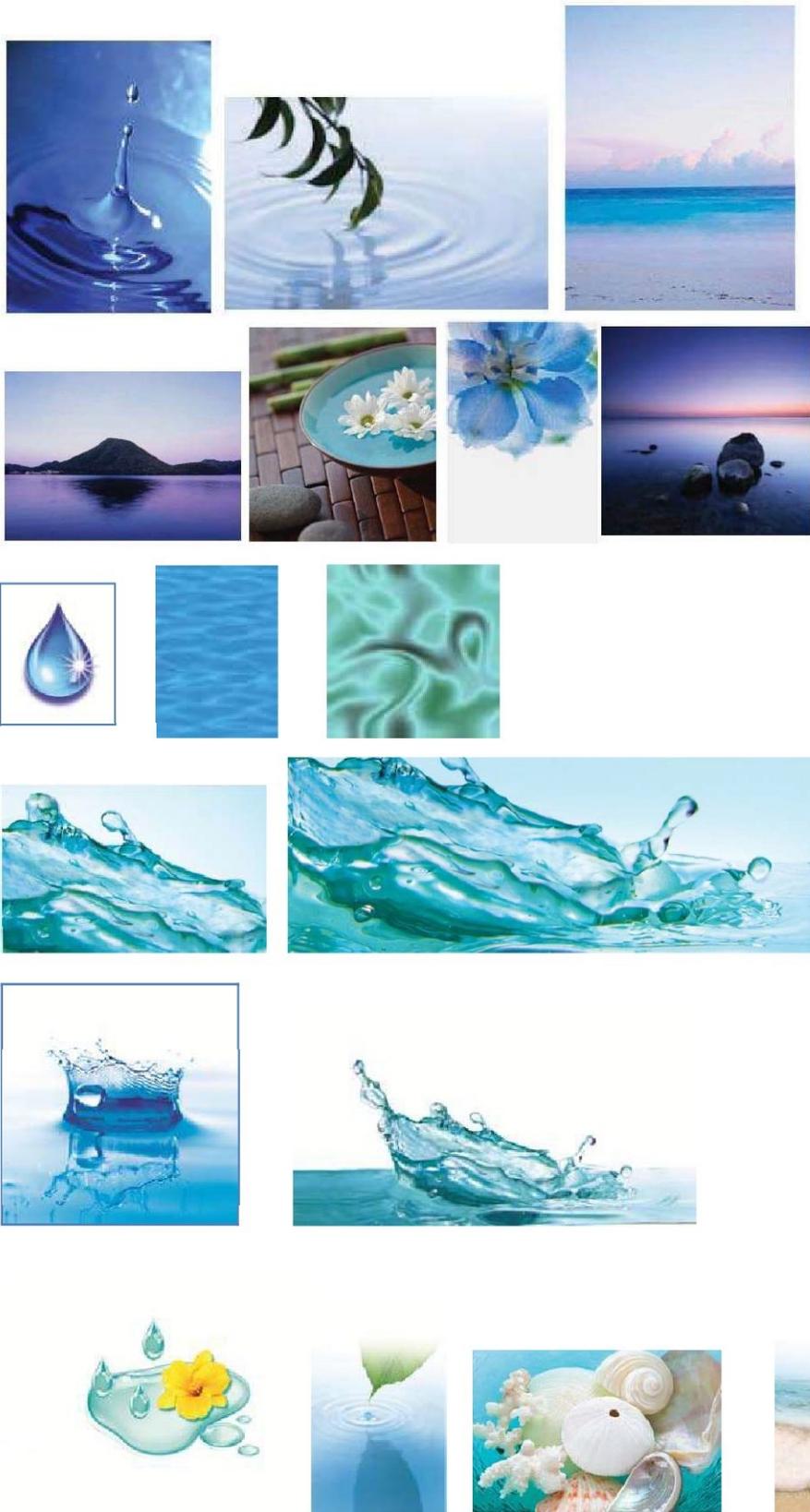




Graphics for Fragrance Descriptions:



[Reviewer information]  
(Note to Agency: Text appearing parenthesis is to optional text.)



[Reviewer information]  
(Note to Agency: Text appearing parenthesis is to optional text.)

